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*UNH Media Relations*

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## Importance Of Decision-Making Process Is Focus Of UNH Family Business Event May 20

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DURHAM, N.H. - The importance of the decision-making process in a family business will be the focus of the next University of New Hampshire Center for Family Business event Wednesday, May 20, 2009.

"Decision Making in the Family Business" will be held at UNH Browne Center in Durham. The event begins at 8 a.m. with a continental breakfast, with the program following at 8:30 a.m. The program will examine ways families who work together currently make decisions and explore new decision-making processes.

"Because families in business are closely linked both economically and socially, it is important that the decision-making process reflect the goals of the company and as well as the family's values. Often decisions are not based on facts but attitudes, perceptions and emotions. Decisions that affect the business future are important to all family members. The decision-making process becomes even more important when one generation is shifting control to the next generation. Seeking both generations' opinions, factoring them into a final decision, and communicating the decision to all is crucial," said Barbara Draper, director of the UNH Center for Family Business.

Cynthia Adams Harrison will facilitate the day. A consultant specializing in enhancing performance in business and sport, Harrison was an associate consultant for Genus Resources for 12 years, specializing in enhancing business and team performance. She works extensively with family members, key nonfamily executives, management teams and individuals to develop motivation, self-confidence, team building and mental training techniques necessary for success.

This is an opportunity to include key nonfamily employees in the day. Special pricing is available for families bringing more than four participants. To register or become a member of the Center for Family Business, call Barbara Draper at 603-862-1107, or [barbara.draper@unh.edu](mailto:barbara.draper@unh.edu). The event is free for Center for Family Business members. The cost is \$99 per person and \$250 per family for nonmembers.

The Center for Family Business, under the UNH Whittemore School of Business and Economics and the UNH Graduate School, is sponsored by Mass Mutual Financial Group, Thomas Davidow Associates, Baker Newman & Noyes, Pierce Atwood, MPI Management Planning, Inc., and Ocean Bank. It is a membership program to provide owners and managers of entrepreneurial businesses with an opportunity to exchange ideas and information and to discuss business challenges, concerns, and solutions. For more information, visit <http://www.familybusiness.unh.edu/>.

